

MAKING ONLINE COMMUNITIES SAFER — THE DECENTRALISED WAY

# BLOCKSAGE



WEB IS A SUPERPOWER





AMAN GAUTAM

## Most Popular



## Doctor says we need to take Omicron more seriously after detailing his son's symptoms



## **CONTENT FROM BCG**

### Learn why there's profit in sustainable investing



## Pfizer is testing a hybrid COVID vaccine, mixing its original with new formulation that shields against Omicron



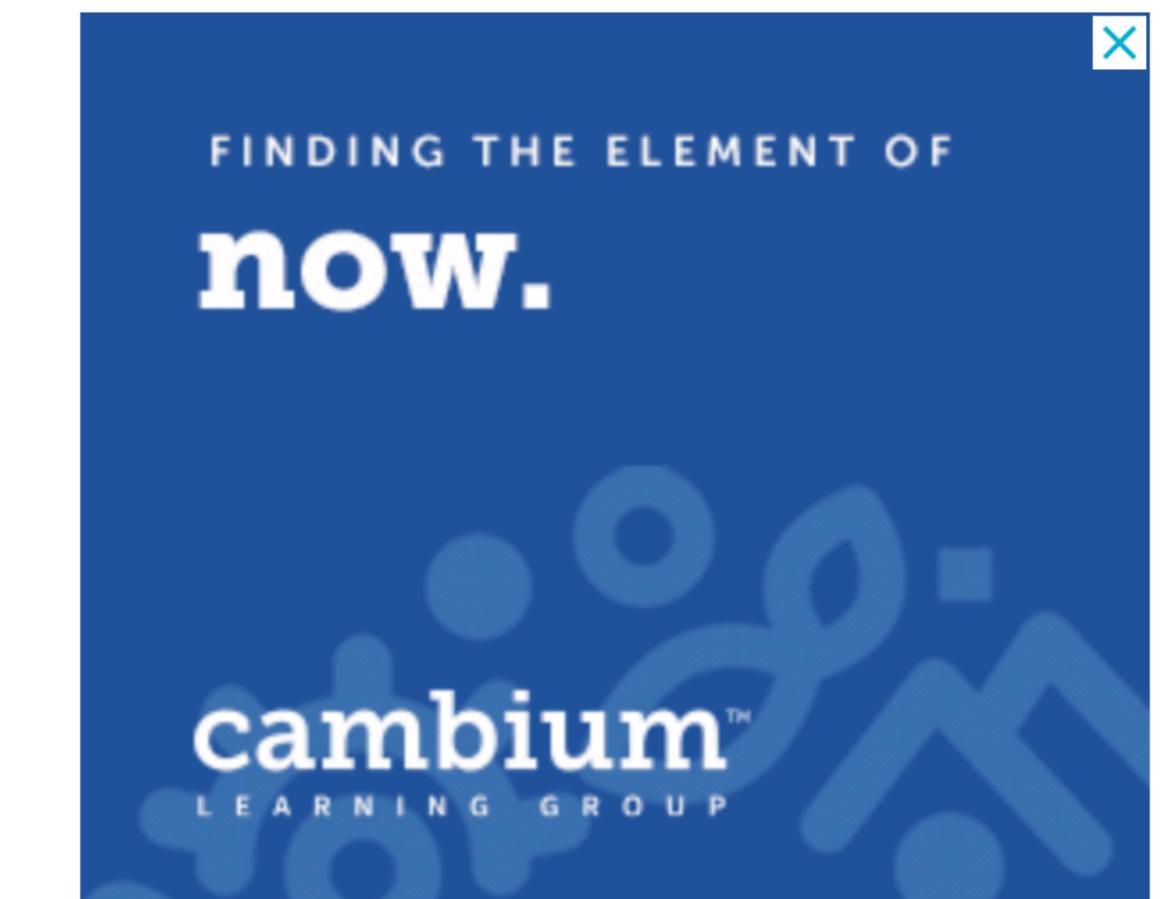
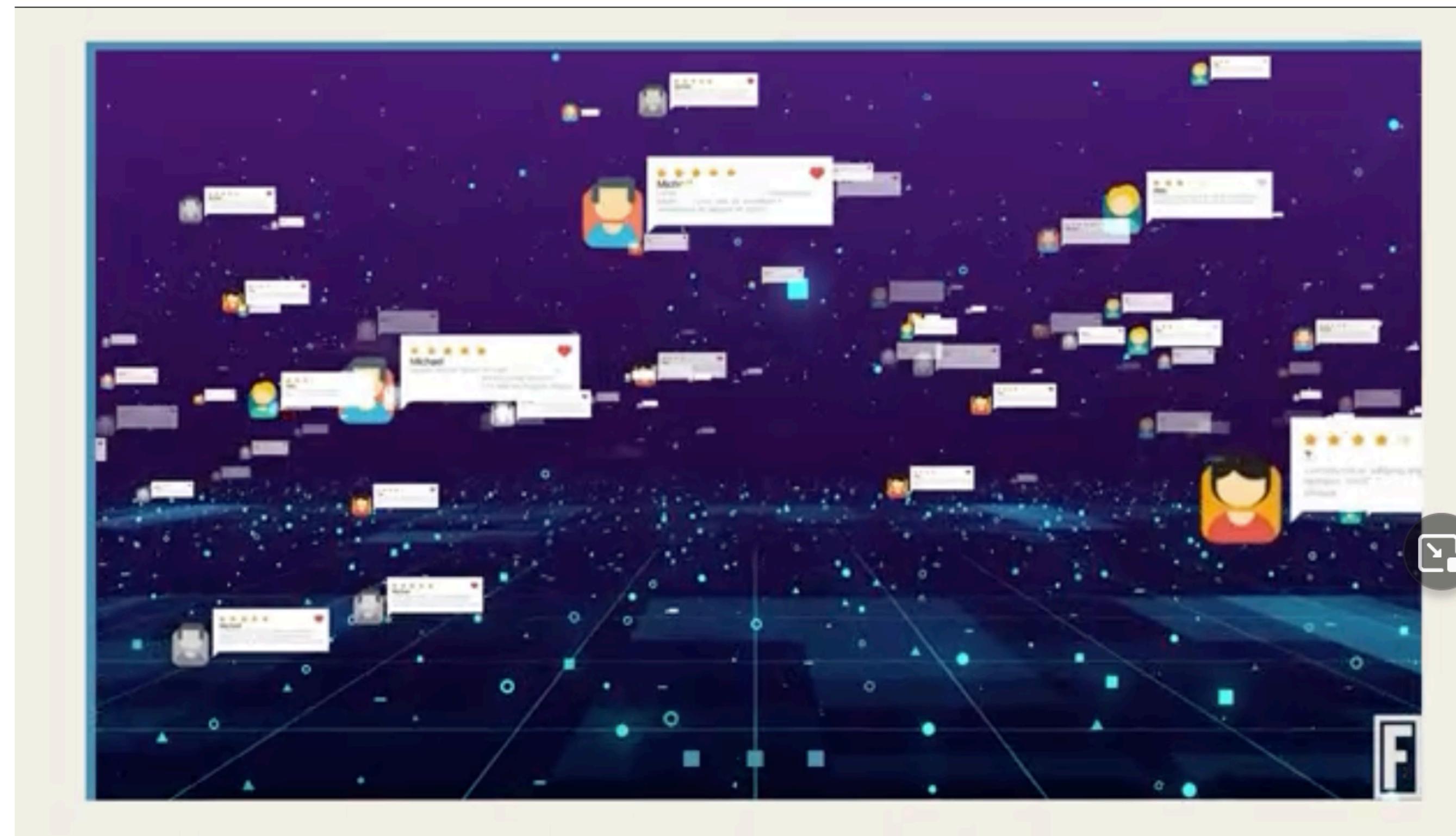
**Hong Kong has some of the world's toughest COVID policies, including 21-day quarantines. Then its own officials had to go through them**

TECH • FACEBOOK

Facebook says it has spent \$13 billion on safety and security efforts since 2016

BY KURT WAGNER AND BLOOMBERG

September 21, 2021 7:30 PM GMT+5:30



## Related Articles

TECH

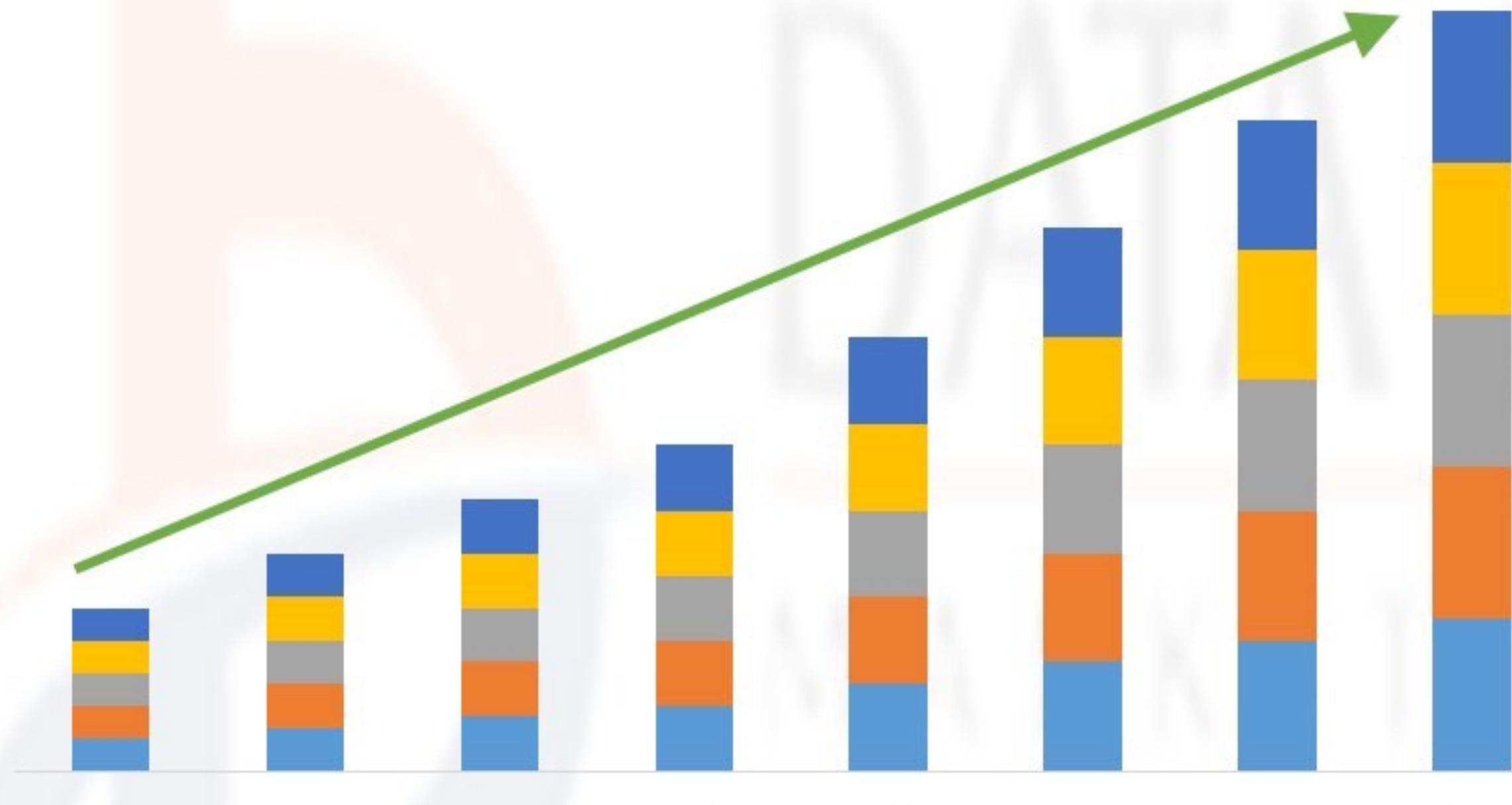
## **Facebook went 'too far on the revenue side and not enough on the privacy side'**



USER GENERATED CONTENT IS  
ON A RISE

# It's a growing market

Global Content Moderation Solution Market is Expected to Account for USD 14,600.54 Million by 2029

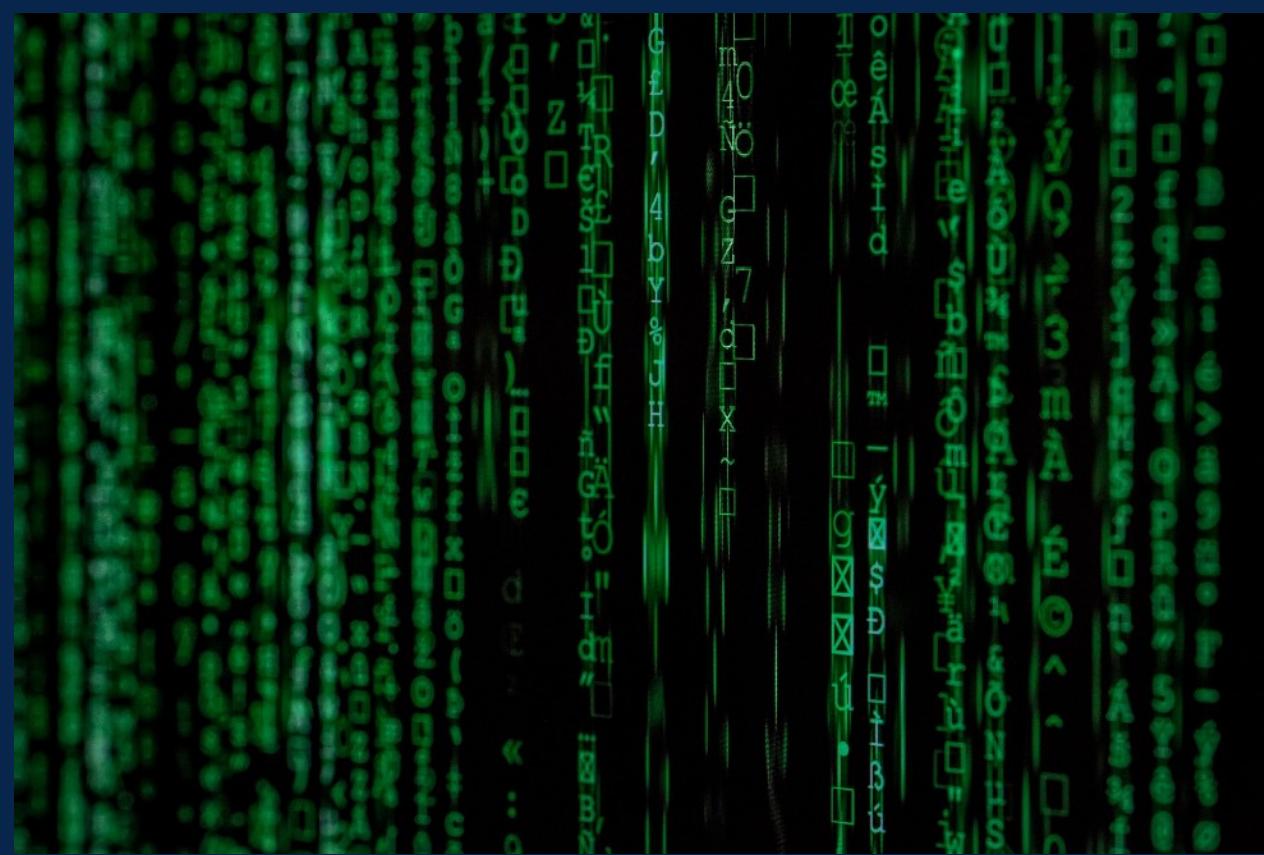


Global Content Moderation  
Solution Market, By Regions,  
2022 to 2029



DATA BRIDGE MARKET  
RESEARCH

# Current Solutions



AI Models



Organisations



Individuals

## PROPOSED SOLUTION

Let a distributed community moderate it for you

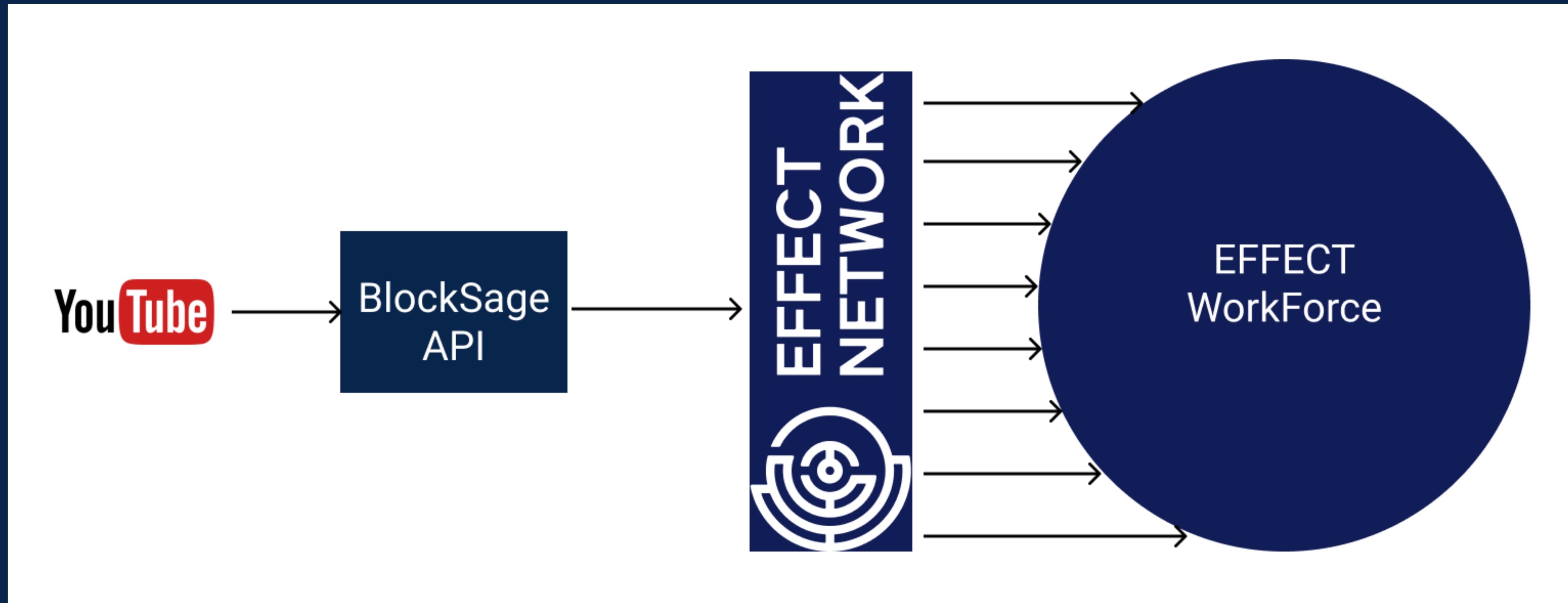
## BUSINESS BENEFITS

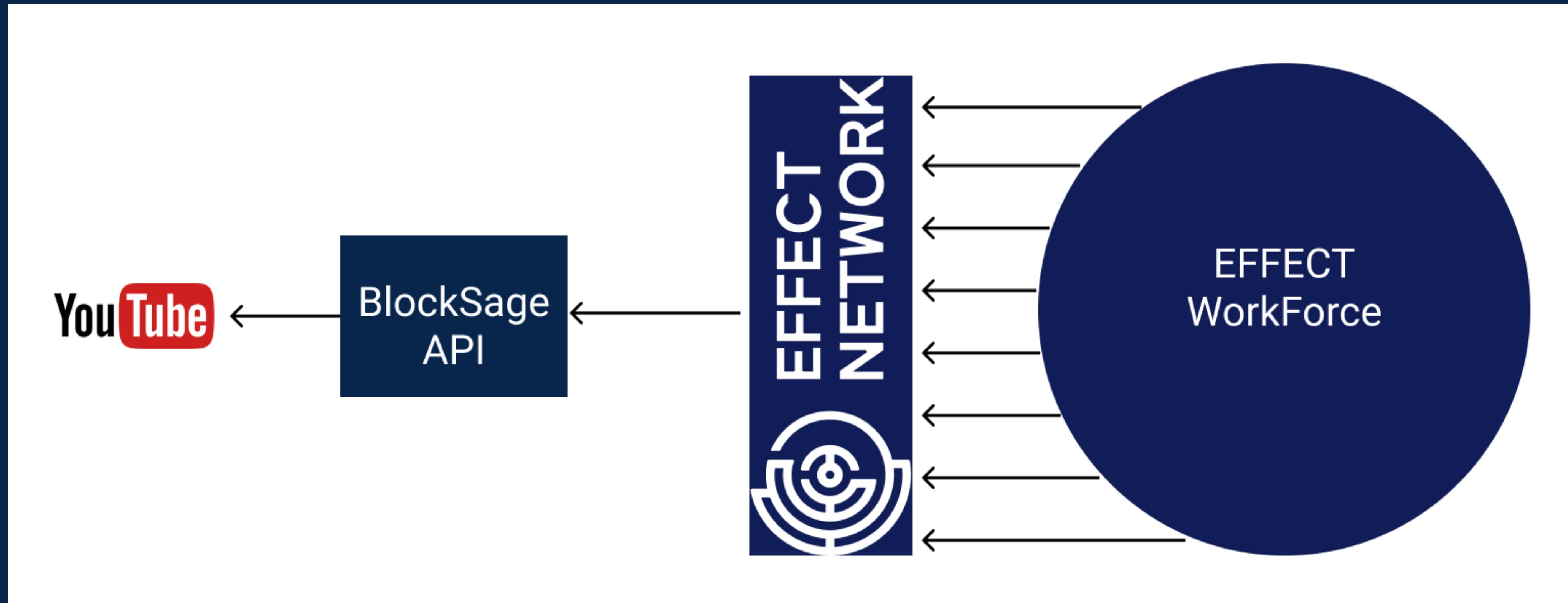
- No long-term contracts or upfront fees
- Same benefits as Real human moderation
- Easy to upscale and downscale; No fixed capacity
- Lower platform fees (Upwork takes as much as 20%)
- Easy data labelling

## WORKER BENEFITS

- No complex and opaque hiring process to get in
- Low barrier employment opportunities
- Work anytime, anywhere
- Freedom to not participate

Introducing  
BlockSage API





Demo Time

# Welcome, Aman! Let's setup your account.

1

Create your first Policy

2

Generate an API Key

3

Integrate

## Setup New Policy

### Title

Policy Title (e.g. Violence Policy)

This is for your internal purposes.

### Label

Violence

Example: In case of Violence Policy, it will be "Violence"

### Details

<https://example.com>

URL for the detailed policy

### Checklist

Paragraph ▼ | **B** *I* ⌚ := != | ↔ ↔ | 🖼 “ ” grid ▼ ▶ ▼ ↶ ↷

Save Policy

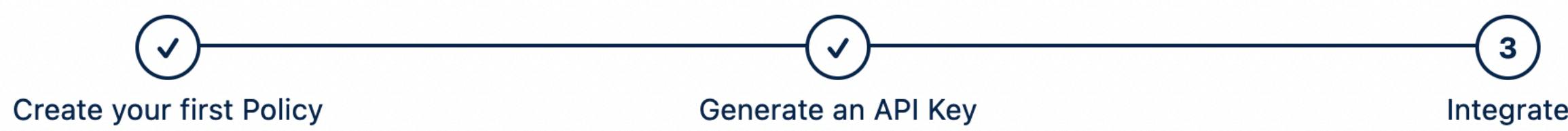
Welcome, Aman! Let's setup your account.



## API Keys

API Key	Created On	
0ff82219-5c50-4ef9-b7a4-b44a42503bc1	2022-01-11T12:17:34.071068+00:00	<a href="#">Delete</a>
<a href="#">Generate new API Key</a> <a href="#">Start Integrating</a>		

# Welcome, Aman! Let's setup your account.



Congratulations! You are ready to integrate. Follow the documentation to complete the integration.

[View Documentation](#)

```
###  
# Get a list of policies defined  
Send Request  
GET http://localhost:3000/v1/policies  
x-api-key: 4f0073d9-e57b-43aa-be39-102a548a3236
```

```
###  
# Send a request to moderate a content piece  
Send Request  
POST http://localhost:3000/v1/task  
Content-Type: application/json  
x-api-key: 4f0073d9-e57b-43aa-be39-102a548a3236  
  
{  
  "policy": "Fake Engagement",  
  "video": "https://www.youtube.com/watch?v=7EBPa8sKGcs",  
  "sampleSize": 4,  
  "webhook": "https://en8s5hmls79vs.x.pipedream.net/"  
}
```

## FUTURE

- Integrate more content platforms
- Better targeting options based on Demographics
- Go decentralised
- Improve usability
- TODO: Reach out to content platforms to get feedback

Questions?